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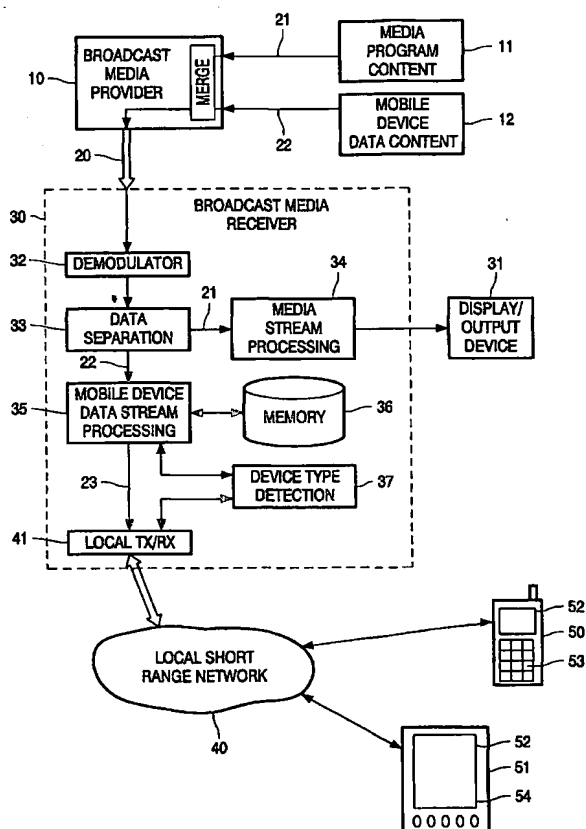
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(54) Title: **BROADCAST DELIVERY TO A WIRELESS DEVICE**



(57) Abstract: A broadcast media receiver (30) enables delivery of application programs and other data streams transmitted over broadcast media transmission networks to mobile communication devices. The receiver includes a receiver unit for receiving a first data stream (21) of broadcast media and at least one second data stream (22) over a first communication channel (20); data separation means (33) for separating the second data stream (22) from the first data stream (21); a transmitter/receiver unit (41) for communicating with mobile communication devices (50, 51) within a local, short range, transient wireless network (40) using a second communication channel; a monitoring device (37) for detecting a mobile communication device present on the local wireless network, and for determining a device type and/or configuration thereof; and a delivery device (35, 41) for delivering a third data stream (23), comprising at least part of said second data stream (22), to said mobile communication device according to the determined device type and/or configuration.



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